



MARCH 2007

Five Years of Electronic Registrations

Convenience Drives the Popularity of ERA Service

January 2007 marked the five year anniversary of the launch of a new service offered to DHI customers - electronic registration of animals (ERA) to Holstein Canada. The Coloured Breed Associations were quick to follow suit, and came onboard with the program as soon as their computer registration systems would allow. The ERA service was a logical step for DHI in that they already had Customer Service Representatives on farms, and through DHI data collection software and recording tools, the producers were already providing most of the information required for registration. In the first year of electronic registration DHI submissions represented 26% of the total registrations received by Holstein Canada for Ontario and the Prairie provinces.



Five years later, the ERA process is still going strong, and the program has been even further enhanced by the addition of the ability to submit an electronic calf picture or sketches, which has proven to be popular with some clients. Support for ERAs has certainly not diminished in Ontario and the Prairie provinces, with the last year (Oct. 1/05 to Sept. 30/06) showing a cumulative 49,656 ERAs from 1,491 farms. This means that 37% of all registrations for these provinces submitted to Holstein Canada for that period were processed by CanWest DHI, either through the Dairy Comp Herd Management Software, or service provided on farm by Customer Service Representatives.

For AI customers, the opportunity to register their animals electronically with their DHI Representative has become a great avenue to easily, promptly and accurately submit registrations. For example, the Gencor Young Sire Program has benefited significantly from the ease of this program. Jessie Weir, Gencor Young Sire Program Coordinator says, Over the past few years Gencor has gradually increased the number of young sires sampled in part due to the introduction of electronic registration through DHI. As the registrations are entered at time of testing by a trained DHI staff, the accuracy has increased and loss of pertinent information has decreased. Gencor encourages members who are busy or wish assistance with their registrations to speak with their DHI rep to determine first hand the benefits of this service.

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Breed Associations have benefited from the timely submission of registrations, the complete and clean information provided and the fact that electronic registrations require far less administration and processing of paperwork on their part, particularly for large herds. The first and most important goal of Holstein Canada is to maintain accurate information on all the Holsteins in our herd books but we also strive to be able to identify animals for producers, including cross breed progeny, says Brad Sayles, Marketing Manager for Holstein Canada. Holstein Canada verifies thousands of registrations for parentage throughout the year. Working with DHI, who has people on the farm and have a management program in place, makes things more efficient for everybody. In Holstein Canada's goals for 2007, we are looking at over 60% of registrations being done electronically through some means so, this is certainly something that has been growing, and will continue to grow as more computers arrive on farm.

“It is just another thing I don't have to worry about. You don't have to enter data twice and you don't have to worry about getting behind schedule with the registrations.”

Bruce Whale, Clovermead Farms Inc., Alma, ON

Convenience continues to be the key feature for producers. It saves them time and paperwork and not



only are they less likely to incur late-registration fees, but as of July 2006, Holstein Canada offers clients a \$3.00 per-application discount for electronic registrations. Bruce and Korb Whale, of Clovermead Farms Inc. in Alma, Ontario, have been processing their ERAs through DHI since the program began. Bruce states, I feel it is the responsibility of every producer in the industry to test young sires. Doing ERAs through DHI is convenient, it is done every time the DHI rep visits the farm, and it ensures that information from progeny of young sires is registered quickly and accurately. It is just

Top Staff By Province for ERA Submissions in 2006

	Location	# of ERAs
Ontario		
Rick Alblas.....	Alma	1,389
Heidi Danen.....	Tavistock	854
Manitoba		
Albert Bazinet.....	Winnipeg	1,514
Larry Klimpke.....	Stonewall	950
Saskatchewan		
Hank De Waal.....	Saskatoon	722
Colleen Wilson.....	Balgonie	563
Alberta		
Lance Primmer.....	St. Albert	2,256
John Muller.....	Cranford	1,666

DHI ERA Submissions by Province in 2006

Province	Number of DHI ERA's	% of Total Holstein Canada Registrations
British Columbia	9,064	47%
Alberta	11,214	47%
Saskatchewan	3,086	44%
Manitoba	5,584	53%
Ontario	29,772	32%

young sires is registered quickly and accurately. It is just another thing I don't have to worry about. You don't have to enter data twice and you don't have to worry about getting behind schedule with the registrations.

“Since I have started doing ERAs through my DHI representative, I don't get late fees any more.”

Marc de Klein, Lactaria Holsteins Ltd., La Broquerie, MB

Marc de Klein, of Lactaria Holsteins Ltd. in La Broquerie, Manitoba is also a long time user of the ERA program. He says, The reason why I do my ERAs through my DHI rep is that it saves time and it is one job that an outside party can do. I used to often get late fees when I did it myself, but since I have started doing ERAs through my DHI rep, I don't get these late fees any more.

As demonstrated by its popularity in the last five years, the DHI ERA service has been very well received by the Dairy Industry. No doubt that the next five years will provide further growth, for this convenient, value-added service.

CHAIRMAN'S MESSAGE

Industry Cooperation Benefits Everyone

ERA an example of how cooperation works for dairy producers



John Bongers, Chairman

Eighteen years ago when I started farming, herd numbers were almost three times what they are now and our service organizations worked independently from one another. Every Board was so focused on their own agendas they did not give a lot of thought to what everyone else was trying to accomplish. While many aspects of our industry have evolved and matured during that time period, the very simple fact that we can electronically register calves with our breed associations through our DHI service representative is indicative of the high level of cooperation that exists in our dairy industry today. There has definitely been a significant attitude shift.

A few years ago, when a calf was born it was registered with the appropriate breed association and then when it was bred that same information was given to the AI organization. This process continued when the animal was first put 'on test' and again when she was classified. Each organization worked independently meaning more work for them as well as us on the farm. How things have changed!

Today when a calf is born you apply the registration number sticker that came with your tags at the appropriate spot on your DHI barn calendar and that's it. Once the DHI representative enters the calf in the database, her information can be called on whether it is the first time she is tested after she has calved or the first time she is classified when the classifier is walking around the barn with his/her handheld computer. This service has been available for five

years. We farmers benefit with lower cost and up-to-date registrations; the AI centres benefit from better tracking of young sire daughters and breeds benefit from better and easier participation in their programs.

DHI has used cooperation to save literally hundreds of thousands of dollars over the past decade and has used these savings to offset increases in operating costs in other areas. This has resulted in no increases in DHI fees for Ontario and the Prairie provinces over the last several years. AI and breeds have made similar advances and our industry is stronger because of it.

The Canadian Dairy Network (CDN) was formed over a decade ago through the cooperation of our industry partners and is now clearing house for all our dairy herd information. Every dairy farm in Canada benefits from the genetic and research information that comes from CDN. Again industry cooperation made this possible.

From a farmer's perspective it still may look like we have too many different organizations to support. However, behind the scenes the cooperation between these organizations is phenomenal. This should be continually encouraged by directors and grass root farmers alike because it is this 'behind-the-scenes' cooperation that leads to further rationalization of our service providers down the road. This will help all of us to remain viable in this great industry!



John Bongers is a dairy producer from Elgin, Ontario

LATE IN REGISTRATIONS? WE CAN HELP!



We can register your calves/cows with Holstein Canada electronically on test day. If you already provide your breeding information to DHI, your DHI staff will only need the name of the calf, the NLID tag number and the management number of the calf to complete the registration application. Benefits include: Accurate, timely registrations at any purity level; No more paperwork for registrations; No more late fees for registrations; A \$3.00 Per-Application discount from Holstein Canada. Detailed information and DHI fees for this service are available from DHI staff.

REGIONAL NEWS

ALBERTA / SASKATCHEWAN

Sales & Product Support Manager



DHI is pleased to announce the appointment of **Kyle Gregson** to the position of Sales and Product Support Manager for Alberta/Saskatchewan, effective January 8, 2007.

Kyle grew up on a dairy farm in the British Columbia interior and has over 20 years experience in sales, marketing and product support in the animal health and nutrition industry in Western Canada. Kyle and his family reside in Okotoks, in southern Alberta.

The hiring for this position is a direct result of tremendous growth in the use of Dairy Comp Herd Management Software as well as growth in DHI service usage by the Alberta/Saskatchewan dairy industry, in particular with large herds where management information is so critical for success.

DHI is committed to supporting dairy producers and advisors and is looking forward to Kyle's contribution to the continued growth and success.

DHI DIRECTOR ELECTIONS



John Bongers was elected Chairman of the Board of Directors and **Gordon Ell** was elected Vice-Chairman at a regularly scheduled Board Meeting of CanWest DHI held January 9th, 2007 in Toronto, following the 26th Annual Dairy Herd Improvement General Meeting.

A dairy producer from Leeds County, in eastern Ontario, John Bongers begins his fourth year on the CanWest DHI Board and served previously on the Ontario DHI Board.

Gordon Ell, a milk producer from Kronau, Saskatchewan begins his third year with the CanWest DHI Board and served previously on the Holstein Canada Board.

Joining John Bongers and Gordon Ell on the CanWest Executive Committee are Directors **Michael Hall** of Mountain, Ontario and **Lyle Martin** of Brussels, Ontario.

Elections were also held for Ontario Zone Directors in Zones 2 and 5. **John Bacher** was re-elected by acclamation to a three-year term as Director, Zone 2, which encompasses the counties of Oxford, Brant, Haldimand and Norfolk Counties and Regional Municipalities of Niagara, Hamilton-Wentworth, Waterloo, Halton and Peel.

Michael Hall was re-elected by acclamation to a three-year term as Director, Zone 5, which encompasses Grenville, Dundas, Stormont, Glengarry, Prescott, Russell and Carleton Counties.

Delivery Options *(Continued from page 6)*

nominal charge and can be set up on test day by your DHI field person.

Whether your reports are coming to you by Internet, Fax or Mail, it is very important to have the complete address available to facilitate speedy delivery. Please advise your DHI field person as soon as possible if you notice any errors or omissions in your address or if you change an address or fax number. They can update the information in their notebook computers to ensure accurate delivery instructions.

Multiple Breed Herds

The incidence of herds with more than one breed is increasing as time passes. A concern of customers was that they would like to be able to compare within breeds in the herd rather than have all animals compared to the dominant breed in a herd. To that end, the Breed Management Report was developed by DHI. Now each breed will have their own Rolling Herd Average, separate from the other breeds so that you will be able to compare the contributions to overall herd averages based on breeds. If you have a mixed herd, be sure to ask your DHI field person about the Breed Management Report, a very useful management tool for your herd.

CUSTOMER SERVICE

Delivery Options and Mixed Breed Herds

This time around we'd like to focus on a couple of items that have received attention lately; that is delivery options for my reports and the multiple breed herds.

Delivery Options

Today's dairy industry requires managers to make decisions quickly to maximize return for their businesses. To that end DHI can offer a variety of delivery options for your herd reports. Many of these have been mentioned at times before but they are worth repeating, particularly in today's fast paced environment.

If receiving your reports quickly is your priority then the Internet delivery option is your best choice. All of your DHI reports can be created and posted to the DHI website far quicker than they can be delivered to your home via the mail. This service is offered at no additional charge and does not mean that you will not receive hard copies in the mail unless you choose not to do so. Access to the Internet is needed and DHI will provide you, free of charge, with the programs necessary to read your reports. Your privacy is protected with a unique Contact and PIN number combination. Your DHI field staff can provide you with these numbers should you wish to access your reports and can change your delivery method to Internet Only or Internet and Mail.

No computer at home or no internet access and still want to get your reports as soon as possible? For a nominal fee DHI offers a Fax option that can send copies of any, or all, of your DHI reports to the fax number you specify. Fax reports will arrive much quicker than mail delivery and they can also be combined with regular mail to give you hard copies after the initial Fax transmission.

The Fax delivery option can also be applied to the lab analysis of your samples. For an indication of herd health and SCC values, or a preliminary look at component analysis, a set of results can be faxed directly from the lab as soon as the samples are tested. This gives you a look at how your herd is doing well before the reports are even processed and sent to you. This option is available at a

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660 Speedvale Avenue West, Suite 101
Guelph, Ontario N1K 1E5
Tel: (519) 824-2320 Fax: (519) 824-2434
Toll Free: 1-800-549-4373
www.canwestdhi.com

DAIRY COMP SUPPORT

Monitoring herd performance in Dairy Comp SCOUT

In every business it is important to evaluate performance over time, and monitor how changes in management affect the bottom line. SCOUT users have an easy and effective way to evaluate the performance of their operation. The MONITOR report in SCOUT provides a measure of herd performance in a number of different management areas.

The MONITOR report can be an excellent review of herd performance but more importantly can be an effective first step to highlight areas that need attention in the herd.

The MONITOR report contains 38 parameters, which will measure herd performance in production, reproduction, inventory management, and udder health. Each MONITOR update will take a snapshot of herd performance in the aforementioned management areas. This allows the viewer of the MONITOR to see monthly herd information for the last year.

Managing the MONITOR report is very simple. Updating and viewing the MONITOR report is totally menu driven. It is recommended that the MONITOR be updated every time new DHI test day data is loaded into SCOUT. This will give a snapshot of herd performance over a regular interval. The MONITOR also allows the user to store a GOAL for each of the 38 parameters. A goal set by the producer or an industry benchmark value can be stored. At a glance, actual parameter values can be compared to goals the producer has set for the herd.

The MONITOR report is an excellent way to quickly evaluate several management areas in a herd; it is like a 'report card' of herd performance. SCOUT provides an easy way to monitor current herd performance, which can help identify and resolve issues more quickly.

CQM Approved

Dairy Farmers of Canada (DFC), has certified that Dairy Comp Herd Management Software meets all record keeping requirements for the Canadian Milk Quality Program (CQM).

The **Catalyst**